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REMARKS

The Examiner is thanked for the courteously conducted office interview on May 18, 2004. The new claims are directly responsive to those issues raised and arguments made during the interview and reflected in the Interview Summary. Specifically, claims 1-45 have been cancelled and new claims 46-91 which substantially correspond to old claims 1-45 have been added. Claims 46-91 are therefore pending in the present application. Applicants reserve the right to pursue the original claims and other claims in this application and in other applications.

Claim 13 stands rejected under 35 U.S.C. § 101. Since claim 13 has now been cancelled that rejection is moot. New claim 59, which substantially corresponds to claim 13 has been corrected to recite in part "replacing the first recipient postal address with the new recipient postal address in the list without modifying the first proxy address." In light of this modification, new claim 59 is believed to be in condition for allowance and withdrawal of the 35 U.S.C. § 101 rejection is respectfully requested.

Old claims 1-12 and 14-45 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Application Publication US 2001/0044785 ("Stolfo"). Applicants will discuss this rejection in view of the newly added claims 46-91.

The claimed invention relates to a registration-based mail addressing system for delivering postal mail to recipient physical addresses. As such, the new claims relate generally to delivering a postal mailpiece based upon (i) detecting an assigned proxy address, (ii) using the detected proxy address to obtain a recipient postal address from a database of recipient postal addresses and associated recipient proxy addresses, the addresses within the database being defined by postal recipients associated with the addresses; and (iii) affixing the obtained recipient postal address to the postal mailpiece so that the mailpiece can be delivered to a physical address

corresponding to the obtained recipient postal address. The new claims have been added to claim amongst other things the proxy address that (i) is distinguishable from other addresses (Independent Claim 46) and (ii) does not change in its entirety upon the change of the associated recipient postal address (Independent Claims 46, 49, 63, 72, 80, 82, 85 and 89). Accordingly, those features identified in the Interview Summary have been added for the above-identified claims.

Applicants respectfully submit that Stolfo does not disclose all the limitations of this claimed invention.

Stolfo relates to a method and system "for private shipping to anonymous users purchasing goods on a computer or communications network linking users with merchant web-sites for electronic commerce." (Abstract). Stolfo discloses that a "user is issued a proxy identity and the user's mailing address is received and encrypted." (Abstract). According to Stolfo, the "proxy identity and encrypted mailing address are transmitted to a merchant, and decryption information is provided to a shipper," such that upon receipt of the encrypted shipping address from the merchant, "the shipper can use the decryption information to decrypt the address and generate a package label bearing the true shipping address of the user." (Abstract).

The method taught by Stolfo involves encrypting or encoding in part the street address on a shipping label. When the shipper receives the Stolfo address label, "it uses decryption information, such as a computer software program provided by the trusted entity maintaining secure server 108, to decrypt the ADDRESS 1 field (i.e., house number and street) and generate[s] a paper label placed on the package." (Stolfo at Paragraph [0045]). Therefore, in the Stolfo method the term "proxy" appears to generally mean *an encryption of the street address, and the actual city, state, and zip code* on the first shipping label. Moreover, the Stolfo method generally *decrypts the encrypted*

street address and places the true street address, along with the actual city, state, and zip code, on a second label. In a close review, it is apparent that Stolfo contains numerous examples, where various combinations of encrypted and non-encrypted forms of identification are taught. Each example, however, provides at least a portion of a recipient's address that changes when an addressee's postal/physical mail address changes.

A proxy address according to the claimed invention such as in claim 46 is therefore different from Stolfo. As set forth in claim 46, a proxy address is used as a protocol which is then associated with a physical address. By contrast, encryption and decryption based on the computer programs taught in Stolfo, are not an index to a physical address. Instead, such techniques are coded representations of the physical address. In the present invention, therefore, the term "proxy address" means something substantially different from Stolfo, i.e. an address that does not change in its entirety when the physical address that is dynamic and that does not require an intermediary for distribution and use.

New independent claim 49 recites similar limitations to claim 46 and is patentable for at least the same reasons cited above. Claim 49 recites a method of creating and maintaining proxy addresses for use with a postal mailpiece comprising "inputting a proxy address; inputting a recipient postal address associated with the proxy address; and storing the proxy address and associated recipient postal address in a list of proxy addresses and associated recipient postal addresses."

In addition, the invention in claim 49 allows a user to change a physical address, but retain the same proxy address in its entirety without change. All the user needs to do is update the proxy database once. The method comprises "inputting a proxy address, inputting a recipient postal address associated with the input proxy

address, and storing the proxy address and associated recipient postal address in a list of proxy addresses and associated recipient postal addresses." Stolfo, by contrast, appears to require the user to enter the new city, state, and other address information with each purchase or order. Moreover, Stolfo treats the physical address as an input to the system, the output of which is the encrypted "proxy." By contrast, the present invention teaches that both the proxy and physical address are inputs. Additionally, Stolfo does not teach or suggest a database which is a relationship between the proxy and physical address, as opposed to both being representations of the identical address.

New claim 61 recites a method of identifying a recipient postal address from a postal mailpiece having a proxy address. The claim 61 method comprises "detecting the proxy address . . .; and using the detected proxy address to obtain a recipient postal address from a list of recipient postal addresses and associated recipient proxy addresses, wherein proxy addresses contained within the list are defined by postal recipients associated with the proxy address." (See specification, page 9, lines 13-16). Stolfo does not disclose this method. Moreover, claim 61 contains the above-noted feature (non-changing) previously discussed regarding claims 46 and 49. As such, claim 61 and dependent claim 62 are allowable over Stolfo.

Claim 63 recites a method of managing delivery of a mailpiece comprising "inputting a proxy address; inputting a mail handling instruction associated with this input proxy address . . .; and storing the proxy address and associated mail handling instruction in a list of proxy addresses and mail handling instructions." Stolfo does not disclose, *inter alia*, storing mail handling instructions or the previously discussed features of the proxy address. As such, claim 63 and dependent claims 64-67 are allowable over Stolfo.

Claim 68 recites a method of providing value-added services for a mailpiece comprising, *inter alia*, "detecting the proxy address on the postal mailpiece" and "using the detected address to obtain a recipient value-added service from a list of recipient value-added services and associated recipient proxy addresses." Stolfo et al. does not disclose obtaining recipient value-added services. As such, claim 68 and dependent claims 69-71 are allowable over Stolfo.

Claim 72 recites a system for delivering a postal mailpiece comprising, in pertinent part, "a computer readable storage medium, said storage medium comprising a database of proxy addresses and associated recipient postal addresses, the addresses within the database being defined by postal recipient associated with the addresses." Stolfo does not disclose a database of proxy addresses associated with recipient postal addresses. As such, claim 72 and dependent claims 73-79 are allowable over Stolfo.

Claim 80 recites a system of identifying a recipient postal address from a postal mailpiece having a proxy address comprising, *inter alia*, a "means for using the detected proxy address to obtain a recipient postal address from a list of recipient postal addresses and associated recipient proxy addresses, wherein proxy addresses contained within the list are defined by postal recipients associated with the proxy addresses." Stolfo does not disclose all these limitations. As such, claim 80 and dependent claim 81 are allowable over Stolfo.

Claim 82 recites an article of manufacture comprising a machine-readable storage medium having stored therein indicia of a plurality of machine-executable control program steps, the control program comprising "detecting a proxy address . . .; using the detected proxy address to obtain a recipient postal address from a list of recipient postal addresses and associated recipient proxy addresses . . ., wherein proxy

addresses contained within the list are defined by postal recipients associated with the proxy addresses." Stolfo does not disclose all these limitations. As such, claim 82 and dependent claims 83 and 84 are allowable over Stolfo.

Claim 85 recites an article of manufacture comprising a machine-readable storage medium having stored therein indicia of a plurality of machine-executable control program steps, the control program comprising "inputting a proxy address; inputting a recipient postal address associated with the input proxy address; and storing the proxy address and associated recipient postal address in a list of proxy addresses and associated recipient postal addresses." Stolfo does not disclose all of these limitations. As such, claim 85 and dependent claims 86-88 are allowable over Stolfo.

Claim 89 recites an article of manufacture comprising a machine-readable storage medium having stored therein indicia of a plurality of machine-executable control program steps, the control program comprising "detecting the proxy address . . .; and using the detected proxy address to obtain a recipient postal address from a list of recipient postal addresses and associated recipient proxy addresses, wherein proxy addresses contained within the list are defined by postal recipients associated with the proxy addresses." Stolfo does not disclose a list of recipient postal addresses associated with recipient proxy addresses. As such, claim 89 and dependent claims 90 and 91 are allowable over Stolfo.

Since Stolfo does not teach or suggest all the limitations of independent claims, these claims and their respective dependent claims are patentable over the cited reference. Applicants respectfully request that the rejection as applied to old claims 1-12 and 14-45 be withdrawn and that all of the claims (46-91) be allowed.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to pass this application, when these claims are presented in an amendment, to issue.

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Respectfully submitted,

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